

1.913

I2In3

Division of Extension Information
Extension Service, WFA

INFORMATION CASE REPORT NO. 6

Periodical

Subject: The Tennessee Victory Committee Letter

Source: A. J. Sims, extension editor, Tennessee

Who writes the letter: All extension specialists contribute material for the letter but principal responsibility is carried by the extension editor.

Edition: 16,000 quarterly.

Distribution techniques: Mailed directly to the Victory Committeemen with a covering letter signed by director.

To whom the letter is aimed: First to Victory Committee members and indirectly to all rural families in Tennessee.

Special significance: To inspire or revive a feeling of personal responsibility toward the success of war programs and to create and maintain esprit de corps, each issue carries a letter on the front page signed by Director Brehm. In the letter, Director Brehm discusses the current situation and problems and points out some of the things the Extension Service and Victory Committeemen can do to hasten victory. The other three pages contain outlook, subject matter, suggestions for leader action, and reports of leader activities.

Organization of the letter: Copy selected is confined strictly to ways Victory Committeemen can aid their neighbors in the national war effort.

Reaction to the letter: "We feel that this publication has been of great value in stimulating Victory Committeemen to carry on war work."



